



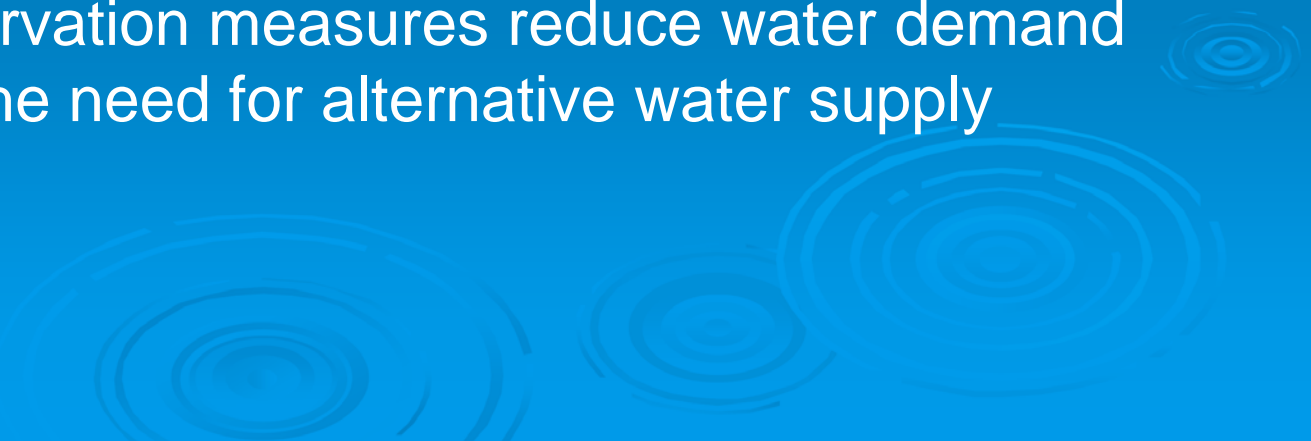
# Broward Water Conservation and Incentives Program

Presented to

Broward Water Resources Task Force

May 29, 2009

# Water Supply Challenges and Opportunities

- Broward and Miami-Dade Counties have greatest groundwater withdrawals in the state
  - Biscayne Aquifer is sole source of potable water
  - Regional Water Availability Rule will limit future aquifer withdrawals and require development of alternative water supply strategies
  - Water conservation measures reduce water demand and lessen the need for alternative water supply development
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# Broward Water Conservation and Incentives Program

## Program Objectives:

- Encourage stronger water conservation ethic among water users through increased public education and outreach
- Provide incentives and resources to residents for realizing significant water savings through plumbing retrofits

# Broward Water Conservation and Incentives Program

## Program Approach:

- Cooperative effort among Broward municipalities and water providers
  - Residential water users
  - County-wide, regardless of city of residence
  - Uniform services and benefits
  - Provide economies of scale
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# Framework for Broward Program

## Program Features:

- Aggressive media campaign to promote program
- Water conservation outreach through existing and new communication tools
- Incentives (plumbing fixture rebates and free replacements)

# Proposed Incentives

**Replacements:** Purchased in bulk, offered free of charge to residents

- Low-Flow Faucet Aerators (1.5 gpm or less)
- Low-Flow Showerheads (1.5 gpm or less)

**Rebates:** Includes some larger items, reimburses full or partial item value

- Low-Flow Faucets (1.5 gpm or less)
- Low-Flow Showerheads (1.5 gpm or less)
- High-Efficiency Toilets (1.28 gpf or less)

Replacement items and applications available at county, municipal and water provider offices and other locations

# Program Marketing

- Stress water savings and financial benefits to be gained through participation
- Establish positive relationships with residents, licensed plumbers, local retailers/vendors and wholesalers
- Encourage vendor participation in EPA WaterSense program



# Media Sources and Promotional Venues

- Broadcast media (public service announcements on television and radio, automated phone lines)
- Written publications (newspapers, trade publications, water bill inserts, newsletters, brochures, posters, direct mailings)
- Websites (water conservation components existing water provider websites, feature for downloading necessary application forms, include water savings calculator)
- County-wide conservation workshops to homeowner associations, professional organizations, special interest groups and businesses
- Maintain high visibility through display of program literature in public areas (libraries and stores), and distribution of “freebies” with imprinted program messaging at public events



# Goals and Measures of Success

## County-wide Annual Incentive Goals

- Minimum total of 1,200 toilet, faucet, aerator and showerhead replacements each per year (can be increased over time)

## Reduce annual water use

- Toilets by 20%
- Faucets by 32%
- Showerheads by 40%

## Save 6.7 million gallons of water per year

- Toilets by 800,000 gallons per year
- Faucets by 1.5 million gallons per year
- Showerheads by 4.4 million gallons per year

**Based on water use with fixtures meeting current federal standards vs. water use with the higher-efficiency models that would be offered as incentives**

# Potential Additional Water Savings

## Low-Flow Pre-rinse Spray Valves

- Pre-rinse operation typically consumes about 30% of all water used in a restaurant (2 and 6 gallons of water per minute)
- Low-flow models use as little as 1.2 gallons per minute
- Retrofitting a single valve with a low-flow model could potentially save 539,000 gallons of water per year, for a medium-sized restaurant that uses a spray valve for 6 hours per day for 312 days per year

# Estimated Annual Program Cost

|  |                  |
|--|------------------|
| Incentive Costs (replacements and rebates) | \$180,000        |
| Consultant services                        | 100,000          |
| Administrative costs                       | 49,500           |
| Media campaign                             | 350,000          |
| Full-time staff person (1 FTE)             | <u>69,938</u>    |
| <b>Total Program Cost</b>                  | <b>\$749,438</b> |

## Comparable to other South Florida Incentive Programs

- Miami-Dade Water Use Efficiency Program
- Orange County Toilet Replacement Voucher Incentive Program

# Program Funding and Allocations

- Cooperative cost-share funding through interlocal partnerships (beginning in 2011)
- Costs and incentives allocated among partners based on % total water serviced population
- Partners invoiced for actual rebates/replacements issued within service area
- Possible resource leveraging through SFWMD WaterSIP grants
- County-wide approach more cost effective and comprehensive

# Gauging Resident Response

## Miami-Dade Water Use Efficiency Program

### First Year Results:

- Received 25,279 visitors to Water Use Efficiency Web Page
- Thousands of inquiries through 3-1-1 Call Center
- 4,538 inquiries about showerhead exchanges
- 3,393 inquiries about toilet rebates
- 71% of inquiries lead to rebate applications
- 2,378 high-efficiency toilet rebate applications received in 4 months
- Saved 2.6 million gallons of water

### Outreach:

- Inserts in customer quarterly water bills
- Brochures mailed with Mandatory Water Restriction Notices
- Recorded announcement on 3-1-1 Call Center
- Water conservation website
- Featured segments on Miami-Dade television stations
- Articles in Miami Herald newspaper



# For More Information

Contact

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